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ABSTRACT

Updating the 1990 edition, this book emphasizes the importance of designing public relations programs around the needs and problems of the school and its special publics. The book approaches the subject from the perspective that increased interest and importance is being placed on community relations skills and schools, suggesting that two questions be asked of school administrators: (1) How do you see the role of your position in developing community support for the schools? and (2) How would you contribute to keeping the community informed? Other questions concern facilitating better relationships with staff, young people, and minorities. Chapters are divided into four sections dealing with essential considerations, relations with special publics, communication tools, and evaluation. The chapter titles are: (1) "The Importance of Public Relations"; (2) "Public Character of the School"; (3) "Understanding the Community"; (4) "Policies, Goals, and Strategies"; (5) "Administering the Program"; (6) "The Communication Process"; (7) "Communicating with Internal Publics"; (8) "Communicating with External Publics"; (9) "Communication about School Services and Special Events"; (10) "Making Oral Presentations"; (11) "Working with the Press"; (12) "Radio, Television, and Audiovisual Aids"; (13) "Preparing Printed Materials"; (14) "Conducting Campaigns"; (15) "School Public Relations and the School Choice Challenge"; and (16) "Assessment of the Program." A listing of 53 additional resources is included. (BGC)

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